

2nd Annual Northern New England  
Small & Beginning Farmers  
Conference



November 11 & 12, 2005  
in Waterville Valley, NH

*featuring*  
Keynote Speaker  
**Joel Salatin**

& 15 practical workshops  
oriented toward  
Small & Beginning Farmers

Registration Form on pg. 6

# Conference Schedule

## Friday, November 11

- 9:30-10:30 Registration
- 10:30 Welcome
- 10:45-11:45 1st Workshop Session (plenary)
- 12pm Lunch; NH Ag Innovation Program -  
Introduction to Participating Farms
- 1:00-1:45 2nd Workshop Session (2 options)
- 2:00-2:45 3rd Workshop Session (2 options)
- 3:00-3:45 4th Workshop Session (2 options)
- 4:00-5:15 5th Workshop Session (2 options)
- 5:30 Dinner; Presentation of the Steward of the  
North Country Working Landscape Award
- 7:00-8:00 Open Space Discussions/Farmer to Farmer  
Networking

## Saturday, November 12

- 7am-8:30 Breakfast
- 7:30-10 Registration
- 8:00-9:30 Annual Meeting Beginner Farmers of NH
- 10:00-10:45 6th Workshop Session (2 options)
- 11:00-11:45 7th Workshop Session (2 options)
- 12pm-2:45 Lunch & Keynote by Joel Salatin (“Holy Cows  
& Hog Heaven: A Reflection on Culture and  
Why Small Farms are our Future.”)
- 3:00-3:45 8th Workshop Session (2 options)
- 4pm Closing Remarks

Keynote Speaker

## Joel Salatin

Joel Salatin, 47, is a third generation alternative farmer in Virginia’s Shenandoah Valley. He returned to the farm fulltime in 1982 and continued refining and adding to his parents’ ideas.

The farm services more than 400 families and 30 restaurants through on-farm sales, brokered farmers’ markets, metropolitan buying clubs with salad bar beef, pastured poultry, eggmobile eggs, pigator pork, forage-based rabbits, pastured turkey and forestry products through relationship marketing.

Mr. Salatin holds a BA degree in English and writes extensively in magazines such as *Stockman Grass Farmer*, *Acres USA*, and *American Agriculturist*.

The family farm, Polyface, Inc. (“The Farm of Many Faces”) has been featured in *Smithsonian Magazine*, *National Geographic*, *Gourmet* and countless other radio, television and print media. Profiled on the *Lives of the 21st Century* series with Peter Jennings on ABC World News, his after-broadcast chat room fielded more hits than any other segment to date.

Mr. Salatin has authored five books, four of them how-to-types: *Pastured Poultry Profits: Net \$25,000 in 6 months on 20 Acres*; *Salad Bar Beef*; *You Can Farm: The Entrepreneur’s Guide to Start and Succeed in a Farming Enterprise*; and *Family Friendly Farming: A Multi-Generational Home-Based Business Testament*. His most recent release, *Holy Cows and Hog Heaven: The Food Buyer’s Guide to Farm Friendly Food*, is an attempt to bring producers and patrons together in mutual understanding and appreciation.

His speaking and writing reflect dirt-under-the-fingernails experience punctuated with mischievous humor. He passionately defends small farms, local food systems, and the right to opt out of the conventional food paradigm.

# Workshop Choices

Friday, November 11

Session 1 10:45-11:45am

Relationship Marketing (Joel Salatin, Polyface Farm)

Session 2 1pm-1:45pm

Getting a start on your farm's business plan (Mike Sciabarrasi, UNH Cooperative Extension)

Seedsaving - (Will Bonsall, Scatterseed Project)

Session 3 2pm-2:45pm

Model Farm (Joel Salatin, Polyface Farm)

Organic Certification (Vickie Smith, NH Dept of Agriculture)

Session 4 3pm-3:45pm

Organic Haying (Jocelyn Van Bokkelen, Far Acres Organic Farm)

On-Farm Apprenticeships & Internship Programs (Andrew Marshall, MOFGA; Joshua Trought, D Acres Organic Farm & Ed. Homestead)

Session 5 4pm-5:15pm

Technical Assistance & Financial Programs for Beginner Farmers

Buy Local Campaigns (Lisa Johnson, Vital Communities; Gail McWilliam Jellie, Farm to Restaurant; Lynda Brushett, Farm to School)

Saturday, November 12

Session 6 10am-10:45am

Pasture Based Livestock (Joel Salatin, Polyface Farm)

Covercrops (Eero Ruuttila, Nesenskeag Farm)

Session 7 11am-11:45am

Dairy Goats (Jenny Tapper, Via Lactea Farm)

Starting a CSA (Misse Burrows, Chaparal Farm)

Session 8 3pm-3:45

Meat Goats (Liz Conrad, Riverslea Farm)

Small Scale Grain Growing (Will Bonsall, Scatterseed Project)

# Workshop Descriptions

## Relationship Marketing (Joel Salatin, Polyface Farm)

Mr. Salatin opens the 2nd Annual Northern New England Small & Family Farmers Conference with a plenary of vital importance to us all. His valuable insight into building relationships with customers, selling retail, and retaining happy customers is the basis of his philosophy that farming can be profitable.

## Farm Business Plan (Mike Sciabarrasi)

Since 1980, Mike has served as an educator through the UNH Cooperative Extension. His focus on farm management and agribusiness makes him an excellent advocate for thinking about farms as businesses. Mike will discuss business planning for family farms, and provide us with the resources to design and implement a business plan for our own farms.

## Seedsaving (Will Bonsall)

Why save seeds, when you can order anything you like over the phone, through a catalog, or on the internet? Seed saving champion, Will Bonsall describes the reasons why seed saving is a vital skill for farmers and gardeners that want to grow plant varieties suitable to their land, preserve heritage species, combat the loss of biodiversity, and reduce dependency on huge seed producing companies. This workshop provides the necessary information to get you started, and offers a forum for your seed saving questions.

## Model Farm (Joel Salatin)

Using slides from his family's Polyface Farm, Mr. Salatin will provide how-to's for production, profit and pleasure. The presentation will provide insight into how the many elements of a successful farm work together.

## Organic Certification (Vickie Smith)

Organic farming has been the largest growth area in agriculture since the 1990's. Vickie Smith is the state organic contact at the NH Department of Agriculture. Her work brings her to all the farms seeking organic certification in the state. Vickie will describe the certification process and give you the opportunity to ask questions about how your farm can become certified organic.

## Organic Haying (Jocelyn Van Bokkelen)

Jocelyn has been haying for the last 11 years at Far Acres Farm in S. Hampton, NH. Though this is her first season certified, the hay operation has always been managed within organic parameters. Jocelyn will describe her system, equipment, preferred species mix, manure applications, methodology, and weed management practices.

# Workshop Descriptions

## **Apprenticeships (Andrew Marshall & Josh Trought)**

Farm apprenticeships are an important strategy for managing labor on small farms and for recruiting and training the next generation of farmers and informed food system actors. MOFGA's Andrew Marshall and D Acres' Josh Trought will discuss considerations for managing and mentoring apprentices -- both as labor and as students -- and ensuring enriching and rewarding experiences for both farmers and apprentices.

## **Technical Assistance & Financial Programs (for Beginner Farmers)**

The Farm Service Agency and Natural Resources Conservation Service offer programs that support farmers including disaster assistance, loans, environmental and conservation programs, as well as a wealth of information. Representatives from these organizations will take this opportunity to describe their programs to us.

## **Buy Local Campaigns (Gail McWilliam Jellie, Lynda Brushett, Lisa Johnson)**

Representatives from The Farm to Restaurant Connection, Farm to School, and Vital Communities will describe their work in making strong connections between farmers and local distribution channels. Their stories provide not only ways for us to market our farm products locally, but also inspire us to create other vehicles that promote buying locally.

## **Pasture Based Livestock (Joel Salatin)**

Mr. Salatin will describe his experience nurturing healthy grass-fed animals at Polyface Farm. Examples include beef, poultry, rabbits, and turkeys. Mr. Salatin discusses the benefits (increased meat quality, economic viability, and health of animals) that make him a proponent of raising livestock on pasture.

## **Covercrops (Eero Ruuttila)**

Eero Ruuttila is the Farm Manager for Nesenkeag Farm, a 65 acre, certified organic farm on the banks of the Merrimack River in Litchfield, NH. He grows 35 acres of vegetable crops, specializing in salad greens, culinary herbs, heirloom tomatoes and potatoes, cut flowers, and specialty or exotic items that offer a distinctive market niche to Boston area restaurants. His discussion of covercrops will include his innovative work with field pea and oats, vetch and rye, designed to promote healthy soil.

## **Dairy Goats (Jenny Tapper)**

Via Lactea Farm is a small diversified farm producing fresh and aged goat milk cheeses from a licensed dairy, under the trade name Brookfield Dairy. Jenny Tapper sells raw goat milk in returnable glass bottles at the farm, goat milk soap, registered Nubian and Lamancha kids and dairy/Boer X meat kids. Her presentation will provide information on the logistics of a small to medium scale dairy goat operation, including her experience with animal care, developing and marketing goat milk products, legal obligations, and any questions you bring to the table.

## **Starting a CSA (Misse Burrows)**

Chapparral Farm is a small diversified farm that aims to reach the local community by providing healthy produce for markets, restaurants and families. One aspect of the farm system is a small CSA (community supported agriculture), a system that provides pre-paid members with regular deliveries or pickups of available produce. Misse will describe how the CSA functions at Chapparral Farm, offer insight into the benefits of creating a long-term relationship with customers, and provide tips from her experiences.

## **Meat Goats (Liz Conrad)**

Jeff and Liz Conrad have operated Riverslea Farm in Epping, NH since 1991. They raise Border Leicester sheep and South African Boer goats for meat. Riverslea is described as a two-person micro-business selling live lamb and kid for on-farm slaughter, sale of USDA fresh frozen cuts and a growing fiber business. Jeff and Liz breed year-round for the meat business and still can't keep up with annual sales approaching 1000 head. In order to have a constant supply of healthy young meat animals, they buy lambs and kids from a network of over 100 family farms in northern New England. In recent years the network has expanded to include purchase of wool and other natural fibers. Liz Conrad will discuss the Riverslea Farm business model with primary focus on goat meat and on-farm slaughter.

## **Small Scale Grain Growing (Will Bonsall)**

Prior to the 1820's, small scale grain production was a vital part of a diversified farm system in Northern New England. Fresh grain meant full flavored breads and baked goods. Subsequently, imports of "Genesee Wheat" flooded the market and small-scale wheat production became much less commonplace. Will Bonsall describes both the value of home-scale wheat production and the information to get us going. His presentation includes tips on what varieties have historically done well in regions of Northern New England, resources for further inquiry, and insight into the upsurge of successful campaigns using locally produced grains.

## Location

This year's conference will be held at the Snowy Owl Inn in Waterville Valley, New Hampshire. To get there take exit 28 off I-93, then drive 11 miles via Rte 49 East to Village Road.

## Lodging

Rooms have been blocked off at the Snowy Owl Inn for conference attendees. To reserve a room, contact the Inn directly by calling 1800-766-9969. Rates start at \$50 per night for standard and premium room. If you will be staying overnight, we recommend booking a room as soon as possible, as this rate is unbelievably good and won't last long.

## Meals

Meals are included in the cost of the conference. This includes Lunch and Dinner on Friday, Breakfast and Lunch on Saturday. Meat and Vegetarian options will be available. To the extent possible, all food served will be supplied by local farmers. If you are interested in providing your farm raised products, please contact us by e-mailing [conference@beginnerfarmers.org](mailto:conference@beginnerfarmers.org), or by calling 603-527-2093.

## Special Needs

We will try to provide services that enable you to participate in this conference. If you require services, please let us know beforehand. In order for us to make proper arrangements, we request that you return your registration form by the early registration date (October 15, 2005).

## Scholarships

A limited number of scholarships are available through the UVM Center for Sustainable Agriculture & VT New Farmers Network.

Contact Allen Matthews by October 1, 2005  
at [allen.matthews@uvm.edu](mailto:allen.matthews@uvm.edu) or 802.656.0037 to apply.

## Organized & Sponsored by

North Country & Southern NH Resource Conservation &  
Development (RC&D) Councils  
Beginner Farmers of NH

## Co-sponsored by

USDA Farm Service Agency  
USDA Natural Resources Conservation Service  
NH Dept of Agriculture, Markets & Food  
UVM Center for Sustainable Agriculture  
VT New Farmers Network

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This project is also supported by funds from the sale of the Conservation License Plate (Moose Plate) under the NH State Conservation Committee (NH SCC) grant program.



Conference coordinated by Abby Holm, Farm Manager at  
D Acres of New Hampshire; Organic Farm & Educational Homestead

This program prohibits discrimination on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or family status. Persons with disabilities who require alternative means for communication should contact the conference coordinator by Oct 15th, 2005 at (603) 527-2093 or by e-mail at [conference@beginnerfarmers.org](mailto:conference@beginnerfarmers.org).



Please print, fill out and send with appropriate payment to:  
North Country RC&D  
719 North Main Street - Room 220  
Laconia, NH 03246

Name(s): \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Payment:

single, early registration\* \$40 ☐

couple, early registration\* \$70 ☐

single, late registration \$50 ☐

couple, late registration \$80 ☐

Total # of people attending: \_\_\_\_\_

Total \$ enclosed: \_\_\_\_\_

\*to receive early registration rate,  
payment must be received by Oct 15, 2005

Please make check or money order payable to North Country RC&D

NOTE: Full payment required regardless of whether  
you attend one or both days.

☐ Special Needs (please describe): \_\_\_\_\_

Please select your preferred workshop for each session for the day(s)  
you will be attending the conference:

Friday, November 11

I will be attending only on Friday ☐

1. Relationship Marketing ☐

2. Farm Business Plan ☐

3. Model Farm ☐

4. Organic Haying ☐

5. Technical Assistance &  
Financial Programs ☐

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or

☐☐☐☐

2. Seedsaving

3. Organic Certification

4. Apprentices & Interns

5. Buy Local Campaigns

Saturday, November 12

I will be attending only on Saturday ☐

6. Pasture Based Livestock ☐

7. Dairy Goats ☐

8. Meat Goats ☐

☐☐☐

or

☐☐

6. Covercrops

7. Starting a CSA

8. Small Scale Grains

☐ I will be attending both days of the conference

*Get Involved!*

☐ I would like to provide food that I have grown/raised for the  
conference. Please contact me.

☐ I would like to donate a door prize from my farm or business.  
Please contact me.

☐ I would like to volunteer at the conference. Please contact me.

☐ *(Although we greatly appreciate your support, due to the already extraordinarily low cost of the conference, we cannot offer discounts for volunteers.)*